

2020 Census Paid Media Campaign

2020 Census and Paid Advertising

The 2020 Census is the largest collection of statistical information on everyone who lives in the United States and is required by the U.S. Constitution. Responses to the 2020 Census will shape how more than \$675 billion in federal funding is distributed to local communities.

The U.S. Census Bureau's goal is a complete and accurate count. Utilizing paid media is a key component of the campaign, paid advertising supports and integrates with other components of the campaign including Partnerships, Statistics in Schools, Social Media, and the 2020 Census Website.

The 2020 Census campaign utilized lessons learned from prior decades combined with extensive research on the rapidly changing media landscape to understand and address new challenges and capitalize on new opportunities. For the first time, people will be able to respond online without having to wait for a mailing. Highly targeted digital advertising will present the opportunity to drive direct response, moving respondents from advertisements straight to the 2020 Census form.

The media environment in 2020 is significantly different than 2010, allowing the 2020 Census paid media campaign to:

- Reach more people at a higher frequency than in 2010, and
- Include a heavier weighting towards digital channels.

Team Y&R

VMLY&R (formerly Y&R) secured the Integrated Communications Contract (ICC) for the 2020 Census campaign in August 2016. As the contract's primary agency of record, VMLY&R created an integrated team for this project, Team Y&R, which includes [PSB](#), [Wavemaker](#), [Carol H. Williams Advertising](#), [Culture ONE World](#), [G&G Advertising](#), [The Kālainoku Group](#), [TDW+Co](#), [VMLY&R Puerto Rico](#), [Wavemaker Puerto Rico](#), [Reingold](#), [BCW \(Burson Cohn & Wolfe\)](#), [DCG](#), and [Guidehouse](#).

Team Y&R is leading and managing all media buying efforts with media vendors directly. While media is being planned and purchased in support of the 2020 Census, all media negotiations and/or contracting with media vendors rests solely with Team Y&R, not the Census Bureau. Team Y&R and the U.S. Census Bureau were involved in a collaborative process in making the decision on the final plans.

Wavemaker is leading Team Y&R's media planning and buying team which includes Reingold, Carol H. Williams Advertising, Culture ONE World, TDW+Co, G&G Advertising, The Kālainoku Group, and Wavemaker Puerto Rico. The campaign targets audiences in English and 12 non-English languages (Arabic, Chinese (Mandarin and Cantonese), French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese). Team Y&R includes small businesses, five of which are minority-owned*:

- Carol H. Williams Advertising* – Black/African American/Sub Saharan African/Afro-Caribbean audiences
- Culture ONE World* – Hispanic/Spanish Language and Brazilian/Portuguese Language audiences
- G&G Advertising* – American Indian and Alaska Native audiences
- Reingold – Digital Direct/Content channels
- TDW+Co* – Asian-American audiences
- The Kālainoku Group (TKG)* – Native Hawaiian and Other Pacific Islander audiences
- Wavemaker – Lead buying agency/National markets and channels
- Wavemaker Puerto Rico (Entity of Wavemaker) – Puerto Rico audiences

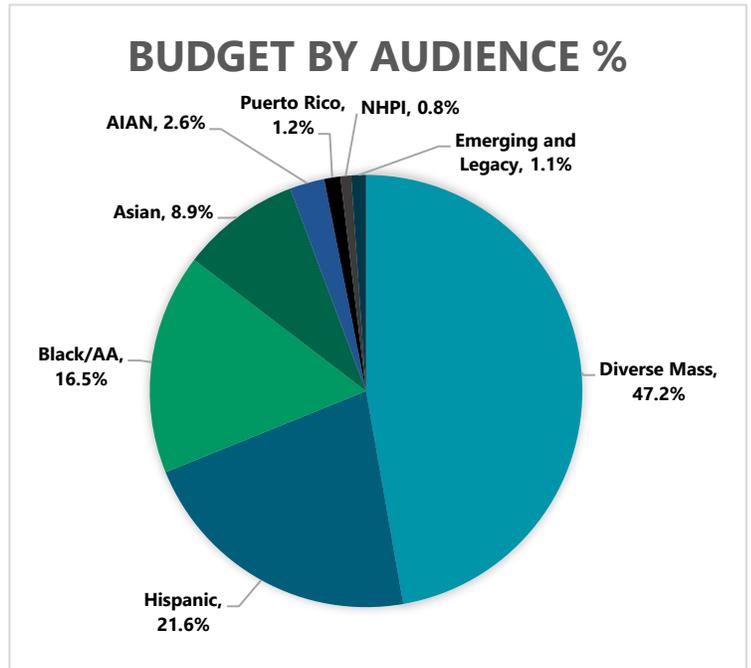
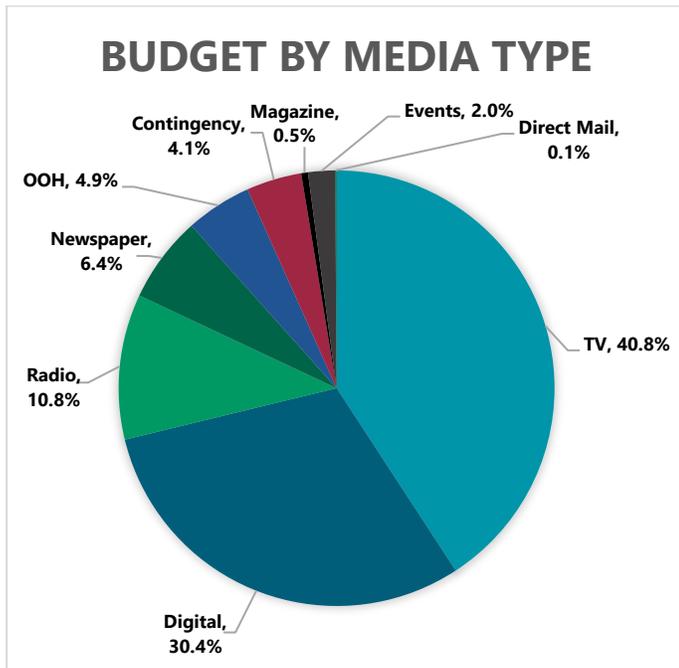
These media-buying partners are responsible for all the buying and contracting directly with media vendors.

2020 Census Paid Media Campaign Phases

The 2020 Census Paid Media Campaign will occur in three phases:

1. **Awareness/Education: January 14, 2020 through March 12, 2020**
This phase will build immediate awareness and provide educational information. Team Y&R will use both traditional and non-traditional media channels to reach as many people as possible to increase awareness of the upcoming 2020 Census and prepare people to respond.
2. **Motivation/Participation: March 13, 2020 through May 12, 2020**
This phase will inspire and motivate the public to complete the 2020 Census form. It will begin with the launch of the response website and the first mailing of the paper forms.
3. **Reminder/Nonresponse Follow Up: May 13, 2020 through June 28, 2020**
This phase will continue to remind people to respond to the 2020 Census, as well as support census takers as they go door-to-door to count households that have not yet responded.

The 2020 Census Paid Media Campaign objective is to motivate everyone living in the United States to respond to the 2020 Census in the mode they prefer. Budgets were based on media evaluation criteria determined by Team Y&R and the campaign goals.



2020 Paid Media Spend by Audience

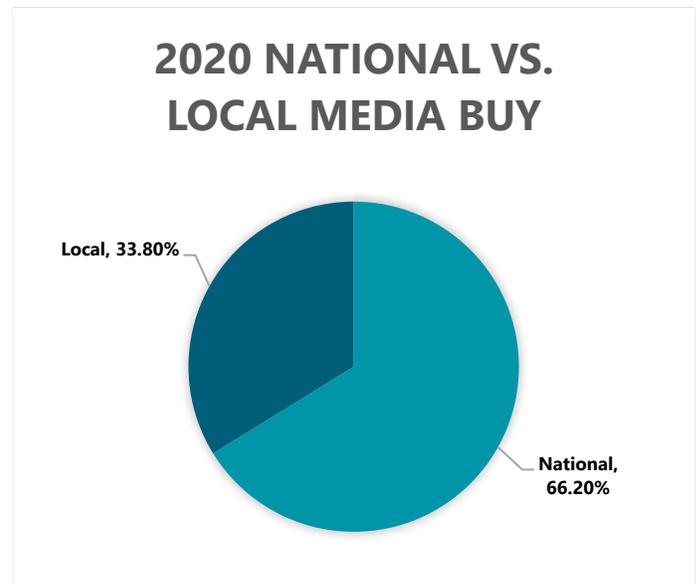
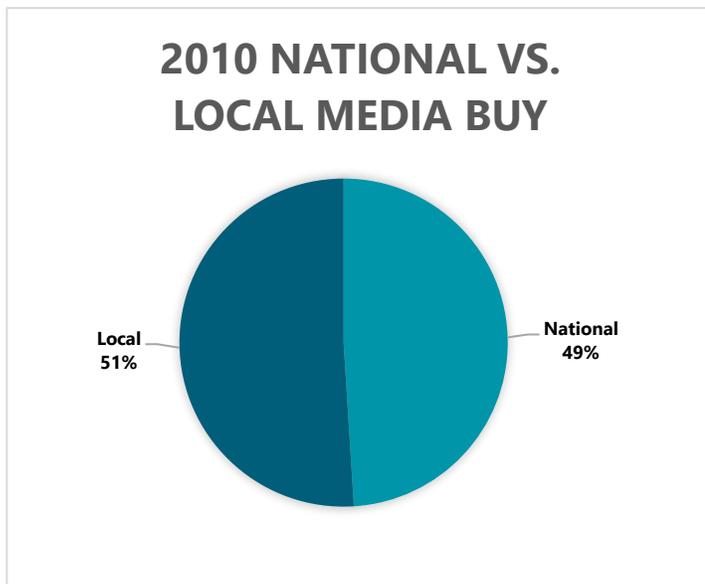
Spend by Audience	2020 Paid Media	
Diverse Mass (T)	\$60.1MM	26.1%
Diverse Mass (D)	\$48.6MM	21.1%
Hispanic	\$49.6MM	21.6%
Black/AA	\$37.9MM	16.5%
Asian	\$20.4MM	8.9%
AIAN	\$6.0MM	2.6%
Puerto Rico	\$2.8MM	1.2%
NHPI	\$1.8MM	0.8%

Emerging and Legacy	\$2.8MM	1.2%
	\$230.0MM	100.00%
Contingency	\$10.0MM	
Total Investment	\$240.0MM	

National vs. Local Market Coverage

National efforts are designed to cover all the markets. However, specific local markets have been identified to reach the low response populations.

2020 Census paid media dollars between national and local are currently allocated as follows:¹



¹ The 2010 National vs. Local Media Buy Chart represents the original paid media dollars plus the recovery.

All target segments require awareness of 2020 Census benefits and motivation to participate, but specific communication strategies are needed to ensure the highest participation levels. These goals are inclusive of all campaign efforts, not just paid media.

	Awareness Phase (Reach/Frequency)	Motivation Phase (Reach/Frequency)	Reminder Phase (Reach/Frequency)
2010 Census²	95% / up to 18x ³	95% / up to 48x ⁴	Lowest Responding / up to 5x ⁵
2020 Census	99.9% / 26x+	99.9% / 61x+	99.4% / 11x+

2020 Census Paid Media Buying Phases

The 2020 Census paid media negotiations occurred in two phases:

1. **2020 Upfront** (began April 2019) – Team Y&R negotiated multi-platform deals with large broadcast companies to receive the best pricing, placements, and added value for the campaign. These negotiations began earlier due to the longer lead-time needed to develop integrated programs, and to remain in line with industry practice for national television negotiations.
2. **All Other Media Buying** (began April 2019) – Team Y&R conducted an open Request For Proposal (RFP) process for U.S.-based media vendors. Any vendor could submit a proposal for the 2020 Census Paid Media Campaign. However, only proposals that supported the current languages under the campaign were evaluated. All other proposals were accepted but will not be evaluated unless additional audiences are added to the campaign and/or additional funding becomes available for those audiences.

Negotiations and commitments for all media were finalized in December 2019. Vendors not selected were notified.

² 2010 Census data has not been adjusted for inflation.

³ At least 10x with base funding + at least 5x with ARRA funding.

⁴ At least 20x with base funding + at least 11x with ARRA funding.

⁵ At least 3x with base funding + at least 2x with ARRA funding.

Media Vendor Request for Proposal and Process

As part of this effort, media vendors had the opportunity to submit proposals for consideration for the 2020 Census Paid Media Campaign. Team Y&R provided six RFPs (television, radio, out of home, print magazine, print newspaper, and digital direct/content) that became available on the 2020 Census Media Vendor Day.

The 2020 Census Media Vendor Day was held on **April 3, 2019 in New York and April 5, 2019 in Puerto Rico**, presenting the opportunity to educate potential vendors about the 2020 Census Paid Media Campaign and answer questions about the RFP process. Media Vendor Day was held in-person and live streamed for media vendors; the event was recorded and accessible for those unable to attend in person or view the live stream in real-time for the April 3, 2019 Media Vendor Day. Recorded presentations were available on April 10, 2019 via YouTube.

- Team Y&R promoted Media Vendor Day through press announcements, emails, phone calls, and social media.
- Vendors had from **April 3, 2019 through May 29, 2019** to respond.
 - Vendors had from April 3, 2019 through April 12, 2019 to submit questions regarding the RFP process.
 - Questions received from vendors were posted on April 26, 2019 on 2020.wmglobal.com with answers from Team Y&R.
 - The deadline for RFP submissions was extended from May 24, 2019 to May 29, 2019, to allow vendors more time to respond in response to the issues experienced and outlined below.
 - Vendors with technical difficulties were provided additional time to submit if they provided the following information:
 1. The Proposal Reference Code (6-character ID such as ABCDEF)
 2. The specific issue they had (e.g., logging in, slow response, uploading files, etc.)
 3. As many details as possible (e.g., type of file, size of file, etc.)
 4. The error message they received
 5. A screenshot of the technical difficulty they encountered
 6. The email address that was associated with the proposal they were attempting to submit
- No late submissions were considered after the extended due date of May 29, 2019.

The following standards were used to determine if a media vendor was eligible to participate in the 2020 Census paid media campaign:

- Vendor must submit an advertising proposal for the 2020 paid media campaign via the 2020 Census Paid Media Campaign RFP Portal at www.2020.wmglobal.com
- Vendor must agree to the terms required to work on the 2020 Census Paid Media Campaign
- Vendor must agree to provide proof of performance/placement
- Vendor must agree to the media payment terms (no partial or pre-payments will be made, and payment will be made after receipt of a valid invoice and proof of performance)
- Vendor must agree to abide by the make good policy (i.e., when a vendor is unable to run as originally ordered, they are required to run the ad at another time that has the same reach and frequency as the original order)

Additionally, each vendor needed to meet the following requirements:

- Have a remit to address in the U.S. with a valid tax I.D.
- Be a business with a U.S. Taxpayer ID number or a tribal entity.
- Comply with FAR flow down provisions FAR 5.501, FAR 5.503, FAR 52.244-6.
- Sign and agree to a Nondisclosure Agreement.
- Be more effective and efficient in providing paid media coverage for the audiences and languages that are included as part of the paid media campaign than other media vendors also submitting proposals.

The paid media campaign encompasses various media across traditional and digital media channels. The 2020 Census Paid Media Campaign includes the following media channels:

- National Television
- National Radio
- Local Television
- Local Radio
- National Print
- Local Print
- Out of Home
- Events
- Digital

The selection for the media plan that is based on the current paid media budget is final. It cannot be predicted whether any more money will be spent on advertising at this time.

Contact Information

Please see the contact information below for agencies managing the 2020 Census Paid Media Campaign. Media vendors should contact Team Y&R for all media buying inquiries, as the U.S. Census Bureau will not be directly contracting with any media vendors for the paid media campaign.

Team Y&R Contact List	Point of Contact	Email	Audience/Market
Carol H. Williams Advertising	David Scott Jr., VP, Group Planning Director	2020@carolhwilliams.com	Black/African American Audiences
Culture ONE World	Raul Aliaga, Media Director	media@cultureoneworld.com	Hispanic/Brazilian Audiences
G&G Advertising	Gerald Gray, Vice President	ggray@gng.net	Alaskan Native/American Indian Audiences
Reingold	John Otmany, Director of Digital Marketing	2020media@reingold.com	Digital
TDW+Co	Eileen Tran, Media Director	media@tdwandco.com	Asian American Audiences
The Kālainmoku Group	John Aeto, President	2020@kalaimoku.com	Hawaii/Pacific Islander Audiences
Wavemaker	Julie Lee, Managing Director	2020@wmglobal.com	National
Wavemaker PR	Lourdes Ocasio, Managing Partner	2020puertorico@wmglobal.com	Puerto Rico
All Press Inquiries	Ann Davison, Director	2020press@vmlyr.com	Press/External Stakeholders

For more information regarding 2020 Census Paid Media Campaign or the RFP process email 2020@wmglobal.com or visit 2020.wmglobal.com.